

11. A system that allows users to deliver targeted advertising based on the localized specifications mentioned above (10.),
12. A system that allows users to deliver transactional services based on the localized specifications mentioned above (10.),
13. A system that allows for personalization of browsers and customization of interface/device,
14. A system that combines and integrates with other utilities and applications (chat, email, productivity tools, personal utility applications, etc.) to deliver a comprehensive localized information systems solution,
15. A system that allows for cross platform (interactive TV, wireless, mobile, PDA, Internet, telematics, or etc.) communication.

ABSTRACT OF THE DISCLOSURE

This invention is a software solution for a scalable deployment of geo-localized content on multiple platforms (interactive TV, Internet, wireless, mobile, telematics, PDA, etc.) and devices. The invention allows for the deployment of innumerable localized and content-targeted channels/portals/information systems based on user specifications and parameters. (This is a new art). The specifications and parameters could include (but not be limited to) the following: (1) type of content desired, (2) geographic description based on geo codes, community, zip codes, city, county, MSA—Metropolitan Statistical Area, state, nation, or world, (3) platform specific instructions, (4) device specific instructions, (5) Stylesheet specific instructions, and (6) design specific instructions.

Drawings (when necessary)

Attached please find 2 sets of drawings. First set titled “Proprietary Technologies” is 2 pages. Second set is a copy of drawings already filed with provisional application and is 5 pages.